

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on January 27, 2011.

Members Present:

Douglas Brimhall
Joe Cooper
Keiko Dilbeck
Merlin Ellis
Lars Nielson, Jr.
Rebecca Nolan
Dr. Robbi D. Venditti
Pamela Williams

Members Absent:

Dr. D. Kent Layton
Vincent DiBella

Staff Present:

Cindy Ornstein Rob Schultz
Tom Wilson Sunnee O'Rork
Patty Haberman
Jean Kaminski

Douglas Brimhall, Chair, called the meeting to order at 4:10 p.m.

Approval of Minutes

Douglas Brimhall, Chair, called for any corrections/additions/deletions to the minutes from the November 18 meeting. There being none, Dr. Robbi Venditti made a motion to approve the minutes of November 18 as is, Lars Nielson, Jr. seconded, and the Board members present unanimously approved.

Items from Citizens Present:

There were no citizens present.

Discuss and Take Action – Consider Updated Fees and Charges for Arizona Museum of Natural History, Arizona Museum for Youth, and Removing Admission Fee for Mesa Contemporary Arts – Rob Schultz/Dr. Tom Wilson/Sunnee O'Rork

Rob Schultz took the lead on reviewing the Board Report. For the Arizona Museum of Natural History (AzMNH), staff is proposing a broader range of rental fees. As a result of budget cuts in 2008, Mea Arts Center (MAC), Arizona Museum for Youth (AMY), and AzMNH began a system of shared services to find efficiencies out of necessity. One aspect of this was consolidating Arts and Culture Department rentals under the Events Services staff located at MAC. Marketing materials that incorporated the three facilities are now available to promote rental opportunities. Based on fair market value, staff is proposing an updated range for rentals at AzMNH. No fiscal impact for FY11-12. There was an error on the report under AzMNH – the line item for Lobby and Rooftop Terrace, Each additional hour, says the proposed range is \$198.00 - \$4500.00. It should read \$198.00 - \$450.00.

AMY's current admission fee is \$6.50 for age 1 year and over and \$4 for groups/tours. They are proposing a new range for admission and tour fees to meet current economic conditions and to allow for flexibility to change as needed in the future. A range is desired because of cost variables such as exhibition costs. Having a range will allow fees to be adjusted to appropriately recoup increased costs and/or reflect the market price for a specific type of exhibit. The new proposed range for general admission is \$6 - \$10, and for groups/tours, the range is \$4 - \$7. No fiscal impact is expected for FY11-12.

Mesa Contemporary Arts (MCA) is proposing to eliminate its current admission fee of \$3.50 for persons over the age of seven and adopt a policy of free admission during existing business hours. MCA currently has free admission on Thursdays, Target 3 For Free Sundays, and during Mesa Arts Center festivals and special events. Staff believes that MCA could be most successful as an educational program, as contemporary art can be a challenge for some visitors to understand and appreciate. By removing the barrier of an admission fee, free admission would enable the investment in this great cultural resource to benefit a much larger number of citizens, and especially to enable educational services to increase, so that larger audiences are developed for contemporary art. Typically, a year's revenue for MCA is approximately \$4,000 - \$5,000. Some of that revenue could be recovered through a "donation box" and appropriate signage to alert visitors that they can contribute their cash donations to help offset costs.

It was suggested that rather than eliminate an admission fee permanently, it would be better to propose a range for admission of \$0 - \$6 for Councils approval. The Board members present and staff agreed to that change allowing room for future growth. If the market would bear an admission fee, or an opportunity to have a block buster exhibition arose that would require MCA to charge an admission fee, the opportunity to do that would be in place.

Several Board members commented that this is a positive step in making the arts accessible to everyone, which has been a goal of the Arts and Culture Department.

It is anticipated that the net revenue reduction would be approximately \$3,000.

Keiko Dilbeck made a motion to approve the proposed Fees and Charges, with the two corrections (typo under AzMNH and range for MCA), and Joe Cooper seconded the motion. Board members present unanimously approved the proposed Fees and Charges with the corrections.

Hear Presentation – Update on Mesa Encore Theatre as they Approach 75th Anniversary in 2012 – Debra Jo Davey, Artistic Director

Mesa Encore Theatre representatives were not able to make the meeting. Jean Kaminski, Administrative Support Assistant, will contact them and reschedule for the March 24 meeting.

Staff Reports

Arizona Museum for Youth – Sunnee O’Rork

- The “NASA” exhibit closed January 23, with attendance that reached 9,058. On January 2, funded through Beads of Courage, Captain Tony Antonelli, Pilot of the Atlantis, came to the Museum to honor the complimentary exhibition “Beads in Space.” Beads of Courage had a competition where they asked glass artists to create beads that would go into space – 17 beads were chosen and went on the Atlantis along with Captain Antonelli and his crew. They were on exhibit in the hallway of the Museum in conjunction with the “NASA” exhibition.
- Opened an area as you enter Art Zone, called “1,000 Cranes.” The story is told of a little girl who had leukemia due to radiation fallout from the Hiroshima bomb who began making paper cranes as an effort toward peace while she was in the hospital. It became a tradition in Japan for people to create a chain of 1,000 paper cranes for special occasions. The exhibit showcases the story and visitors are invited to make paper cranes, leave them with the Museum, and the cranes will be sent off to the Peace Museum in Japan in time for International Peace Day. The Museum has, in their vault, a 14 foot origami paper crane that will be on exhibit in the lobby. In addition, a Hawaiian artist is creating a piece that is made up of 300 golden cranes for Art Zone. Also coming from Hawaii is a wedding kimono.
- Staff is working on installing “Once Upon a Time: Fairy Tales, Frogs and Fables” which will open on February 10 with a VIP reception from 5 – 7 p.m. The exhibit will include an Enchanted Forest, Little Red Riding Hood, Three Little Pigs, and a glow in the dark room featuring Alice in Wonderland’s Tea Party.
- Also working on re-installing “The Cactus League Experience: Play Ball” round three, in partnership with the Mesa Historical Museum, which will open with a reception on February 24.
- The Museum has hired Vicki Bundy as the new Museum Accounting Specialist; Gaylene Bekise came on board as a temp to fill the vacated Office Assistant II position when Paula Calapez left for a full time position; Ana Bentacus and Leeza Forward have been hired as the new Museum Education Assistants.
- Jennifer Bonnett, CEO of Arizona Public Health, is the newest member of the Arizona Museum for Youth Friends Board.
- AMY received the *Best Attraction in Mesa* award for 2010 from the “America’s Best” organization that creates a national list each year.
- AMY and AzMNH staff met to discuss the possibilities of a joint membership. Staff has been researching other similar organizations to see what that might entail.
- AMY has broken the 1,000 membership threshold, with a total of 1,080 family members and climbing.
- AMY now has Wi-Fi capability. An opportunity with Wi-Fi for the Museum will offer a modern type photo booth that is a computer. Patrons will stand before the computer, take a photo, can add a picture frame, and immediately the photo goes, allowing patrons to make their own baseball card, to flicker and can be download to their phone or on their home computer. The computer will premier in “Play Ball” and will be moved to Art Zone and other exhibits; it will remain at the Museum.
- Conducted a tour of the Museum for new Councilmember Chris Glover.
- Arizona Museum for Youth Friends provided City Council with a presentation on their legacy, current successes, and future goals. The Museum was honored to hear Mayor Smith refer to them as “a treasure.”
- The Museum received a \$15,987 check from the Arizona Commission on the Arts to help pay Gallery Educator Program costs.
- Received \$5,000 from the J. W. Keickhefer Foundation to be utilized in ArtVille and changes in Art Zone.
- Had personnel savings of \$110,000 for front-line staffing with the volunteers for the Gallery Assistant Program.
- Director, Sunnee O’Rork, attend the Roundtable for Executives in St. Louis. While there, she met with the director of Magic House to discuss their Traveling Exhibition project.

Dr. Robbi Venditti asked what the percentage of new members was this past year. Ms. O’Rork responded that she didn’t know the exact percentage, but she did report that when she came to the City in 2005, AMY had approximately 200 members and they have just gone over the 1,000 family members mark. She guessed at least 10% or more this past year.

Arizona Museum of Natural History – Dr. Tom Wilson

- “Return to the Sea of Cortez” is one of the new exhibits at the Museum. In 1940, John Steinbeck and Ed Ricketts took a tour around the Sea of Cortez – the Gulf of California. In 2004, a group of scientists and explorers in CA did the tour again and compared their results with those observed by Steinbeck and Ricketts. “The Primal Desert Next Door: Land of Black Volcanoes and White Sand” will also open in the upper gallery, and will focus on the biology, geology, and human occupation of the area. The two exhibits work nicely together as “The Primal Desert Next Door” is the area just north of the Sea of Cortez, which can be seen on weather channels’ satellite shots. An opening reception for the two exhibits is scheduled for February 25 – mark your calendars.
- The Museum is doing well in attendance and revenue. Interestingly, admission revenue through December of 2009 was \$243,403, through December of 2010, admission revenue was \$243,855.
- The Museum is doing a number of upgrades: review to upgrade security system and hope to have figures for the new budget; new carpet in the main gallery; new fire suppression system for the Annex; hardwood floor in the main floor gallery has been redone; and getting ready to unveil the Wi-Fi system throughout the Museum for the public. With Wi-Fi visitors will be able to access information readily from their Smart phones, I phones, etc.; expand the ability to interact with exhibits; and have the capability to access social networking markets (posting pictures of the family at the Museum on Face Book, Twitter, etc.).

Douglas Brimhall, Chair, asked if there were decent tours available via Smart phones, Web, etc. Dr. Wilson replied that would be one of the next things they will be looking into.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Attendance at Mesa Contemporary Arts (MCA) is up just under 40% compared to last year, primarily due to festivals; extra effort was made to direct visitors to MCA during festivals.
- Out-to-Lunch resumes for the spring series next Thursday, February 3, and will run through to March 31 in the Wells Fargo Garden. There will be a food vendor on campus during the concerts (12:30 – 1:30 p.m.).
- The Mesa Arts Festival, held on December 11 and 12, was a great success. Approximately 16,000 people attended compared to 12,000 last year (bad weather last year contributed to the lower number). Artists and food vendors were pleased with their sales. Added this year was the closing of Center Street from Main to 1st Ave. for a kids activity area and a community stage; survey’s were extremely positive.
- Jenny Akridge is retiring as of Monday, January 31. Jenny has been with the City of Mesa since 1984 and was a huge influence on the growth of Mesa Arts Center from the development of Performing Arts classes that she grew from literally nothing to what it is today, to the development of the Stageworks Program. Jenny gave many years of her abounding energy and loved what she did. She will be missed.
- Recruitment for Jenny Akridge’s position closes on Thursday, January 27. To-date, HR has received 165 applications. Rob Schultz has reviewed the applications, and, so far, has selected eight candidates to be interviewed. The person selected will focus more on outreach from Mesa Arts Center into the community to build bridges, collaborations, and partnerships, to a greater extent with Mesa Public Schools, but also with MCC, ASU, Charter schools and wherever possible that would benefit the community and MAC. The position will work closely with Randy Vogel to develop an education program around Performing Live artists by bringing them into the classrooms with workshops, etc. The position will also work closely with MCA’s education program.
- Class registration has been amazing for this session. For the winter session this year vs. last year, enrolled students is up 40% and revenue up 37% (youth enrollment up 16% and adult enrollment up 52%). Fiscal year-to-date revenue compared to last fiscal year is up 79% from \$151,000 to \$272,000. One reason for the huge difference in revenue compared to attendance is that we have received revenue for classes that have not yet begun – attendance figures are not in at this time. Social media is credited as well as aggressive marketing, word-of-mouth from current students, a coupon offer, and highlighting artists and/or instructors through arts demonstrations at festivals and special events.
- Americans for the Arts is the national umbrella for the local arts agencies in the United States, with approximately 5,000 members, and is located in Washington, DC, with an office in New York. Rob Schultz has been elected to a three year term on their Arts Education Advisory Council and attended the first meeting in Washington DC on January 13 and 14. He distributed a document that best describes what Americans for the Arts is about (see Exhibit A). American for the Arts, National Endowment for the Arts, and the American Association of Museums are the major advocacy voices for the arts on Capitol Hill. Mr. Schultz reported that Americans for the Arts is hoping to sign up one million advocacy members, at \$50 each, this coming year. He invited the Board to visit their website: <http://www.artsusa.org/> and join as an individual member.

Joe Cooper asked if we are seeing any pressure on the building because of the demand for classes. Cindy Ornstein and Rob Schultz commented that we have plenty of capacity to handle the additional students and classes being added with room for growth.

Director's Report – Cindy Ornstein

- Staff is pleased with ticket sales in the second half of the year. An insert for the rest of the season appeared in the *East Valley Tribune* and the *Arizona Republic* after the first of the year. That, along with other marketing initiatives, has made a tremendous impact on ticket sales. We are seeing a lot of new customers.
- Dave Koz was a sold out show and Lang Lang was a near sell out. Upcoming performances that look to be sold out are: Canadian Tenors, Joshua Bell, Jazz at Lincoln Center, and Ricky Nelson Remembered. Menopause the Musical and Engelbert Humperdink sales are looking good as well.
- Randy Vogel is well on his way to booking shows for next year. This year, he is creating a Family Series where he will team up with visiting artists who will do a school show as well as a public performance for families. There will be different variables for several types of packages, i.e., shows for smaller children, shows for elementary children, etc. In developing new audiences, staff feels it is important to reach out to families with small children.
- Performing Live is also looking at expanding outreach: The Jazz A – Z program is under way; we are hoping to partner with ASU for residency with a Latino dance company that would offer school shows and public show at the end – school and community residency activities would be offered as well; a project that would have an artist doing a community based commissioned work; and an expanded array of offerings where visiting artists would spend extra time in the community going into the schools or community centers, etc.. These outreach efforts would amortize the value of our investment.

Kieko Dilbeck stated that she likes the focus on younger audiences, but thought that Randy Vogel was looking at programming for college age students to 30 year olds. She asked where that was at. Ms. Ornstein responded that there will be programming next season that would appeal to that age group. Mr. Vogel has been working on another new initiative with a local educator that would rejuvenate the old Storytelling Festival giving it a new look that could provide more information, be more social, use spoken word, poetry readings, and integrate those aspects with music that would appeal to that age group; the working title is "Black Box Voices."

Merlin Ellis commented that he brought his mother to see Lang Lang. He was wondering if we offer last minute ticket prices to fill empty seats. Ms. Ornstein said that we do not offer a last minute rush ticket, but thought that it would be a conversation worth having.

Saturday night, January 29, Mesa Arts Center Foundation will host their annual gala, An Evening of Musical Magic. Tickets are \$150 per person. The evening promises to be a night of fun and surprises, including a performance by Mayor Smith and other notable persons from around the Valley. Proceeds benefit the arts education program at MAC.

Alan Parkinson's Architects of Air AMOCOCO luminarium exhibit will be at Mesa Arts Center from March 11 through March 20, with a VIP preview the afternoon of March 10. The amazing, giant inflatable sculptures that you walk through are an amazing, spiritual, peaceful experience you won't want to miss; to be located at the south end of the MAC parking lot. Hours for the exhibit will be from 10 a.m. – 10 p.m., and the sculptures will be lighted from the outside from 7 p.m. – 10 p.m. Tickets will be sold in advance; 80 people can go through every 20 minutes. A teaser campaign, Experience the Wonder, will be unveiled on February 14. The exhibit will be during spring break for the area schools and in the middle of spring training season. Admission fee is \$5. This will be the southwest premier for AMOCOCO. We expect 28,000 visitors over the 10 days. A mini-festival is planned around the exhibit that will include aerial dancers and food vendors and we will cross promote to direct visitors to the Museums. This exhibit will be a kick-off to the Mesa Takes Flight project. Staff is reaching out to the DMA hoping merchants will offer extended hours during the exhibit. MAC will promote any special offers by the merchants at the entrance of the exhibit. Mesa Contemporary Arts will be open during the hours of the exhibit.

Arts and Culture received grant money to look at shared corporate membership; staff is looking at what might be feasible with that.

Staff is being aggressive exploring new grants this year: looking at each NEA category we are allowed to apply for; consortium grant for Mesa Takes Flight (in addition to regular application); submit letter of intent for new program, Our Town, that deals with urban place-making; and today, Ms. Ornstein and Rob Schultz attending a forum on "Creativity and Aging," and meet funders who are interested in supporting programming that reaches out to the older demographic – a group MAC is interested in pursuing.

Arts Congress, organized by Arizona Citizens Action for the Arts, will take place on February 7 at the state Capitol. Douglas Brimhall, Chair, will be attending along with nine Arts and Culture staff members. Ms. Ornstein stated that it is extremely important that we take advantage of this opportunity to speak with legislators, as the arts are again in danger of losing major funding.

Douglas Brimhall, Chair, asked if there has been a press release regarding the upswing in registration, revenue, etc. Ms. Ornstein replied not at this time, but that would be a good idea; it would be best to wait until the final registration numbers are in and then send to the media.

- **Report on Conferences and/or meetings/Performances Attended: Board Members – Information only**

Douglas Brimhall, Chair, expressed special thanks to Mandy Buscas who moved out of Mesa and had to resign from the Board. Mandy served on the Board for several years.

Keiko Dilbeck had to leave before we got to this item, but wanted it noted that she attending Chorus Line and thoroughly enjoyed it.

There being no further business, the meeting adjourned at 5:35 p.m.

Respectfully submitted,

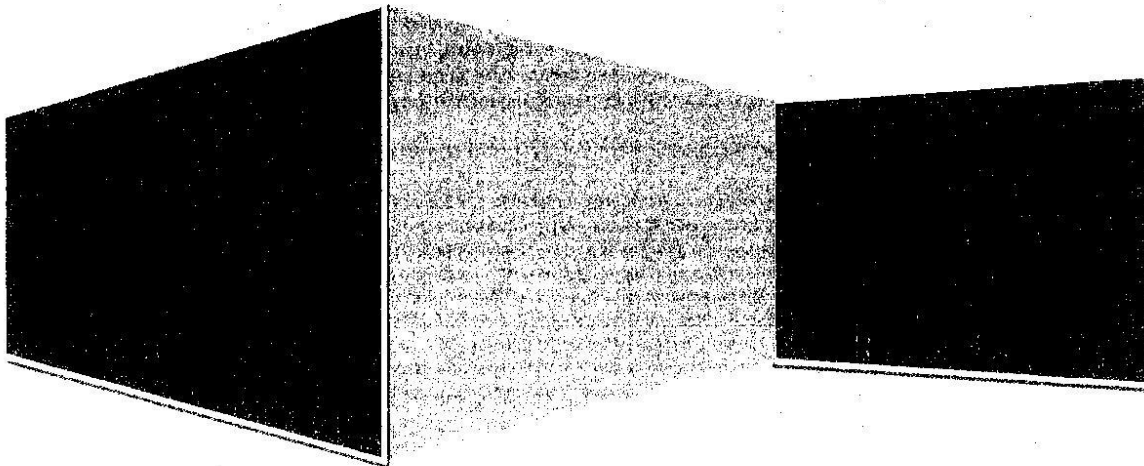
Cindy Ornstein, Director
Arts and Culture Department



Network Councils

New Member Orientation

Winter 2011





Celebrating its 50th anniversary in 2010, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, DC, and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

Americans for the Arts is focused on four primary goals:

1. Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
2. Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.
3. Build individual awareness and appreciation of the value of the arts and arts education.
4. Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

Our goals are achieved in partnership with local, state, and national arts organizations; government agencies; business leaders; individual philanthropists; educators; and funders throughout the country. Americans for the Arts provides extensive arts-industry research and professional development opportunities for community arts leaders via specialized programs and services, including a content-rich website and an annual national convention. **Local arts agencies (LAAs)¹ throughout the United States comprise Americans for the Arts' core constituency. A variety of unique partner networks with particular interests such as public art, united arts fundraising, arts education, and emerging arts leaders are also supported.**

Through national visibility campaigns and local outreach, Americans for the Arts strives to motivate and mobilize opinion leaders and decision-makers who can ensure the arts thrive in America. Americans for the Arts produces annual events to heighten visibility for the arts, including the National Arts Awards and BCA TEN honoring private-sector leadership and the Public Leadership in the Arts Awards (in cooperation with The United States Conference of Mayors) honoring elected officials in local, state, and federal government.

¹ Americans for the Arts defines an LAA as a private designated community organization or local government agency that supports cultural organizations, provides services to artists or arts organizations, and/or presents arts programming to the public. LAAs endeavor to make the arts part of the daily fabric of community living. Each LAA is unique to the community that it serves and each change as fast as its community changes. However, all seek to serve the diverse art forms in their community and make them accessible to every community member. LAAs are referred to by any number of names, such as arts commissions, arts councils, arts alliances, municipal arts agencies, arts and business councils, arts departments, office of cultural affairs, united arts funds, etc. The Americans for the Arts' definition of an LAA encompasses all of these. It requires only that an agency provide some of the following services: present cultural programming, grantmaking, facility management, services to artists and arts organizations, public art implementation and community cultural planning.

STRATEGIC PLAN

For the past two years, Americans for the Arts has been engaged in a strategic planning process to reflect upon the impact the organization has had over time and in the future. This process enabled us to capture the thoughts of over 6,000 stakeholders through surveys, focus groups, and dialogue. We were preparing to release the results of this extensive examination of the arts environment, our field, and our own organization when the current economic crisis shook the nation and the world. The combination of our planning outcomes and fiscal realities resulted in a call for a renewed focus on core audiences and the vital programs that serve them.

As a result of the new strategic plan, the Board of Directors of Americans for the Arts has approved a new Vision, Mission, & Goals for the organization. They are:

- **VISION**

The vision of Americans for the Arts is that the arts are recognized as integral to the lives of all people and essential to the health and vitality of communities and the nation.

- **MISSION**

The mission of Americans for the Arts is to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America.

- **GOAL ONE: Strengthening An Informed Leadership**

Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.

- **GOAL TWO: Increasing Resources and Meaningful Policies for the Arts**

Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.

- **GOAL THREE: Advancing the Value Proposition for the Arts**

Build individual awareness and appreciation of the value of the arts and arts education.

- **GOAL FOUR: Ensuring Organizational Sustainability**

Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

To download a copy of the Americans for the Arts' Strategic Plan, please visit:

http://www.artsusa.org/pdf/about_us/finalplandocument.pdf

This document outlines the 12 key issues that emerged from the environmental scan process; core audiences of Americans for the Arts; the new Mission, Vision, and Goals of the organization; as well as key programmatic directives under each goal.

PROGRAMS AND SERVICES

Americans for the Arts' programs and services are designed to support local professional development, research, advocacy, and strategic partnerships that are important to the field. Listed below are a set of annual offerings from Americans for the Arts:

Professional Development and Events

Annual Convention

The Americans for the Arts Annual Convention offers a unique chance to join the most extensive gathering of arts leaders and professionals from across our field. This is the only national arts meeting that assembles leaders from multiple disciplines with a wide range of experience and with different perspectives for advancing the arts in America. Whether you are an arts or community leader, foundation or corporate professional, artist, educator, advocate, or elected official, you will gain practical tools and ideas that will impact and improve your day-to-day work.

Arts Advocacy Day

Arts Advocacy Day is the only national event that brings together a broad cross section of America's cultural and civic organizations, along with hundreds of grassroots advocates from across the country, to underscore the importance of developing strong public policies and appropriating increased public funding for the arts.

BCA10

THE BCA 10: Best Companies Supporting the Arts in America recognizes businesses of all sizes for their exceptional involvement with the arts that enrich the workplace, education, and the community. These companies set the standard of excellence and serve as role models for others to follow.

Creative Conversations

Creative Conversations are local gatherings of emerging leaders in communities across the country and are part of a grassroots movement to elevate the profile of arts in America during National Arts & Humanities Month every October. Started in 2004, some of these local convenings have grown into cohesive, organized emerging leader networks. This local tool empowers emerging leaders to take a leadership role in their own community by both designing programming and galvanizing their peers to connect professionally.

Nancy Hanks Lecture

The Nancy Hanks Lecture on Arts and Public Policy is a leading national forum for arts policy intended to stimulate dialogue on policy and social issues affecting the arts. It is held each year in mid-March on the evening before Arts Advocacy Day at The John F. Kennedy Center for the Performing Arts in Washington, DC. The annual lecture is named for Nancy Hanks, former president of Americans for the Arts and chairman of the National Endowment for the Arts, who devoted 15 years of her professional life to the arts.

National Arts Marketing Project

NAMP is a program dedicated to helping arts organizations better understand the marketplace in which they operate and recognize the benefits of an aggressive, outward-looking audience development effort. NAMP hosts an annual conference, organizes regional training programs, and provides on-site workshops on a range of arts marketing topics.

National Arts Awards

Every October, Americans for the Arts leads the country as we celebrate our cultural riches through National Arts and Humanities Month. The Americans for the Arts National Arts Awards serves as the focal point for these nationwide celebrations and stands out as the highlight of the year for Americans for the Arts.

National Arts and Humanities Month

National Arts and Humanities Month (NAHM) is a coast-to-coast collective celebration of culture in America. Coordinated by Americans for the Arts, it has become the largest annual celebration of the arts and humanities in the nation. From arts center open houses to mayoral proclamations to banners and newspaper articles, communities across the United States join together to recognize the cultural gems surrounding them.

Webinars

Committed to improving performance but can't always travel to meetings? Americans for the Arts is pleased to be able to provide high quality online professional development at no cost to our professional members. Presented by field experts, Americans for the Arts webinars allow you to host an online event for a group in your community, bring your staff together for professional development, or learn directly from your desk.

Peer Networking

Arts Education Network

Learning and participation in music, dance, theater, and the visual arts are vital to the development of our children and our communities. Through advocacy, research, partnerships, and professional development, Americans for the Arts strives to provide and secure more resources and support for arts education.

Emerging Leader Network

The Americans for the Arts' Emerging Leader Network works to identify and cultivate the next generation of arts leaders in America. It is an ideal way for new leaders to share their interests with others as they continue to develop their skills and their commitment to the arts. The Emerging Leader Network targets professionals who are either new to the field, with up to five years of experience, or are 35 years of age or younger.

Local Arts Network

The Local Arts Network provides a forum for members to discuss the successes and challenges that local arts agencies face around the nation. This network provides a platform for questions to and from the field about tools, resources, and professional development that will help local arts agencies be more successful in the field.

Private Sector Network

- Arts & Business Council
The Arts & Business Council of Americans for the Arts targets the business community in an effort to stimulate more business support for the arts and at that same time stimulate a rich, multifaceted relationship between the two sectors.
- Business Committee for the Arts
The Business Committee for the Arts provides businesses of all sizes with the services and resources necessary to develop and advance partnerships with the arts that benefit business, the arts, and the community.
- Business Volunteers for the Arts®
Business Volunteers for the Arts® (BVA) is a core element of the private sector's national affiliate network. The BVA program is operated in 13 locations around the United States with a mission of helping not-for-profit arts organizations improve business practices; provide opportunities for business professionals to contribute to their community and become directly involved with the arts; and increase business leadership on behalf of the arts. The BVA program takes place in the following cities nationwide: Boston, Chicago, Cincinnati, Miami, New York, Philadelphia, Phoenix, Pittsburgh, Providence, Sacramento, Portland, Houston and Washington, DC.
- Private Sector Council
The Private Sector Council combines the efforts of the Arts & Business Councils, the Business Committee for the Arts and the United Arts Funds, along with other local arts agencies that have as their goal increased private sector support for the arts. The Council is an elected body designed to provide advice and guidance to Americans for the Arts on the design and execution of programs and services that advance private sector support for the arts in America.
- United Arts Funds
United Arts Funds (UAFs) are private agencies that work to broaden support for the arts and culture, promote excellence in the arts and arts management, and ensure that arts and cultural organizations are financially stable. A UAF campaign is a combined or federated appeal for arts funding conducted annually to raise unrestricted money on behalf of three or more arts, culture, and/or science organizations. While these campaigns traditionally focus on corporate, individual, and workplace giving, they also may include government support.

Public Art Network

Americans for the Arts' Public Art Network (PAN) develops professional services for the broad array of individuals and organizations engaged in the expanding field of public art. More than 350 public art programs exist in the United States at the state, local and national level. PAN connects the field by stimulating dialogue, discussing critical issues, developing public art best practices and services, and providing information through the website and the PAN Listserv.

State Arts Action Network

The State Arts Action Network (SAAN) serves as the meeting place for statewide multidiscipline arts service or advocacy, and arts education organizations to gather to discuss common issues.

United States Urban Arts Federation

The United States Urban Arts Federation (USUAF) is an alliance of the chief executives of arts agencies in the nation's 60 largest cities. USUAF meets twice annually to discuss the social, educational, and economic impact of the arts in their regions.

Awards

Presented each year in conjunction with Americans for the Arts Annual Convention, Americans for the Arts Annual Awards recognize the achievements of individuals, organizations, or programs committed to enriching their communities through the arts. Awards are presented in the following areas:

- Alene Valkanas State Arts Advocacy Award
- Arts Education Award
- Emerging Leader Award
- Michael Newton Award for United Arts Funds Leadership
- Selina Roberts Ottum Award for Arts Leadership
- Public Art Network Award

Technical Assistance

Americans for the Arts Blog Salons

Guest bloggers from across the United States will contribute to a national dialogue on various topics and we invite you to follow these posts and continue the conversation through your ideas, comments, and personal stories. Past Blog Salons included: arts education, arts marketing, emerging leaders, public art, and private sector.

E-Publications like Arts Watch

Arts Watch covers news in a variety of categories related to cultural policy including Culture and Communities, Arts Education and the Creative Workforce, Public Investment in Culture and Creativity, and Philanthropy and the Private Sector.

Monographs

Americans for the Arts' Monograph series is a collection of issue papers published four to six times per year. The primary readership is composed of professionals at more than 4,000 local and state arts agencies, public and private sector arts funders, as well as community development, arts education, arts policy and research organizations. Each edition will be made available online. The series is designed to be a resource of practical use to industry professionals. Articles are concisely written, accessible to a broad readership and easy to read, and offer multiple perspectives of an issue.

Website

The Americans for the Arts website can be used by local arts advancement professionals to gain access to research, information, or to sign up for a network, e-newsletter, or listserv.

COUNCIL MEMBERS

Americans for the Arts has several advisory councils to help assist in developing programs and resources to promote the growth and development of local arts advancement professionals nationwide. Advisory council members provide visible leadership across network projects and activities, including conference sessions, listserv dialogue, and research. The four standing advisory councils at Americans for the Arts:

- Arts Education Council
- Emerging Leaders Council
- Public Art Network Council
- Private Sector Council

These councils also work with advisory councils in other areas, including the United States Urban Arts Federation and the State Arts Action Network.

Council Members

Americans for the Arts needs, first and foremost, the councils to be advising staff on programs and services that will build a deeper connection to the field and the network membership. This gives council members the opportunity to be seen as national leaders and provides an opportunity to "give back to the field" by connecting the national work of Americans for the Arts to the local level.

Advisory councils have no more than 15 members, who are elected by the Americans for the Arts membership and members may serve two 3-year terms. Council members must be professional members of Americans for the Arts, as either individuals or employees of a member organization, and maintain their membership throughout the course of their tenure on the advisory council. The advisory council will include a cross section of members representing a diverse range of age, gender, ethnicity, geographical area, and level of experience in the field.

Council members self nominate a chair to work with the Americans for the Arts staff liaison. The chair and the staff liaison run all full council meetings and encourage and foster the ongoing engagement of all council members and the network as a whole; the chair may serve a one-year renewable term. Council members may elect to vote in a co-chair or vice-chair that can assist the chair and staff liaison. A co-chair or vice-chair may serve a one-year term.

Advisory councils may break into sub-committees to help with large projects. However, these committees are not normally standing on a year-to-year basis, may be assembled as needed, and may include non-council members.

Council Programs

Advisory Councils have several prescribed areas that staff need leadership, support, and advice on, they include:

- Programming within the Americans for the Arts annual programs (convention peer-group meetings, professional development sessions, receptions, webinars, etc.)
- Americans for the Arts Blog (posting, annual blog salon, responding, etc.)
- Research (field surveys, program evaluation, etc.)
- Network specific programs (i.e. Emerging Leaders Network Creative Conversations, PAN Year in Review)
- Building a deeper connection with the Network to help advance the arts in their communities

Council Meetings

Advisory councils meet on a regular basis, usually through conference calls. Members have the opportunity to meet in-person and can meet up to two times a year. An Americans for the Arts staff liaison must be present on all calls and be present at all in-person meetings. In person winter meetings can be organized in two-ways: first, a council member may host the advisory council in their community - each member, including the Americans for the Arts staff person covers the cost of their travel to the host's city; second, Americans for the Arts will host the meeting in Washington, DC and covers the cost of meeting location and any meeting expenses (council members will cover the cost of their travel and lodging to Washington DC). Since a major project of all advisory councils is the programming of the Annual Convention, the meeting in June is hosted during the conference and is usually not outside of the cost of the council member's cost or stay in the convention city. Last year, travel expenses for both in-person meetings for each council member were estimated at \$3,000.00.

